

537,785

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
24 June 2004 (24.06.2004)

PCT

(10) International Publication Number  
**WO 2004/053625 A2**

- (51) International Patent Classification<sup>7</sup>: **G06F**
- (21) International Application Number:  
PCT/IL2003/001044
- (22) International Filing Date: 9 December 2003 (09.12.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
10/314,198 9 December 2002 (09.12.2002) US
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- (81) Designated States (*national*): AE, AG, AL, AM, AT (util-  
ity model), AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ,  
CA, CH, CN, CO, CR, CU, CZ (utility model), CZ, DE  
(utility model), DE, DK (utility model), DK, DM, DZ, EC,  
EE (utility model), EE, EG, ES, FI (utility model), FI, GB,  
GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG,  
KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG,  
MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL,  
PT, RO, RU, SC, SD, SE, SG, SK (utility model), SK, SL,  
SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN,  
YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (BW, GH,  
GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),  
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,  
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE,  
SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA,  
GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**  
— without international search report and to be republished  
upon receipt of that report
- For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.*

(54) Title: DYNAMIC RESOURCE ALLOCATION PLATFORM AND METHOD FOR TIME RELATED RESOURCES

(57) Abstract: A resource allocation platform for allocating resources between a provider and a plurality of users at a certain price differentiated for different users, the resources being time dependent resources such as communication data capacity, the platform comprising: an agent-based interaction mechanism for allowing said provider and said plurality of users to indicate their requirements and to translate the requirements into offers and bids, and a pricing engine for ascertaining a resource allocation price for the offers and bids. The pricing engine uses a learning mechanism for learning demand behavior of individual users so that it can translate their requirements into a price which is fair to them and fair to the provider. Thus, the time-consuming, and in the case of time-dependent products, product destroying, bargaining stage of resource allocation is avoided. Optionally, a "reverse auction" format may be provided, in which a variable amount of a resource is provided for a fixed price.

WO 2004/053625 A2